NEWS RELEASE
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KEEP VIRGINIA BEAUTIFUL
AWARDS $750 GRANT TO THE TOWN OF PURCELLVILLE

PURCELLVILLE, Va. April 27, 2015 — Keep Virginia Beautiful awarded $750 to the Town of Purcellville in the Recycling category for the creation of a "green spot" pilot program for trash and recycling collection and education centers to be located at strategic locations during the Town's major community events. This awareness and education program will educate the public in areas of litter prevention and the benefits of recycling. The public will learn how the diversion of recycling from the landfill will preserve precious future space and reduce costs that are borne by the taxpayers; and because the events are attended by many people from outside the local area, the educational impact will be felt throughout the entire region.

Keep Virginia Beautiful is awarding "30 Grants in 30 Days" between Earth Day and May 21, 2015. The mission at Keep Virginia Beautiful is to engage and unite Virginians to improve our natural and scenic environment through five impact areas: Litter Prevention, Waste Reduction, Recycling, Beautification, and Environmental Education. Since 2011, Keep Virginia Beautiful has provided over $90,000 to 120 organizations. Government, non-profit and service organizations in Virginia were invited to apply for one of thirty grants for $500, $750 or $1,000 in three different categories: Litter Prevention, Recycling, and Community Beautification. These grants are made possible by Altria and MeadWestvaco.

For further information on Keep Virginia Beautiful, visit their website at www.keepvirginiabeautiful.org.

The Town of Purcellville, Virginia
Purcellville is an award-winning town of nearly 8,300 residents located in Loudoun County, approximately 40 miles west of Washington, DC. It has been honored for its green initiatives, most recently with the prestigious Siemens Sustainability Award for Small Communities. The Town has an elected Mayor and six Town Council members. Once a stop along the W&OD rail line, Purcellville has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, entertainment, farmer's markets, wineries, breweries, distilleries and restaurants. More info at www.purcellvilleva.gov.

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